

Showmanship Reaches New High In Canada



By JAY L. SMITH

We've watched a lot of publicity campaigns come and go over the years, but not since David O. Selznick's search for a girl to play 'Scarlett O'Hara' in "GWTW" have we seen a campaign that has garnered so much front-page space in the Toronto papers, as MGM's campaign on "Seven Brides for Seven Brothers". Day after day for the past two weeks, there has been a feature story on either the front page, or front-page second section on the adventures of the seven House Brothers from Port Stanley, Ontario, who are enjoying an all-expense-paid vacation in New York in conjunction with the premiere there at Radio City Music Hall of MGM's "SBFSB". The discovery of the seven House Brothers, all bachelors, was the answer to a press-agent's dream, and of course, a natural for a tie-up on the picture, but give Howard Dietz and his MGM publicity staff full credit for capitalizing on all the opportunities presented. Incidentally, Chet Friedman, MGM's Canadian publicity head, tells me, "Jay, wait till you see the campaign on the Loew's, London, opening."

We attended the screening of "SBFSB" at the Eglinton, Toronto, Sunday night, and are happy to report that a capacity house applauded the picture vigorously. It is a delightfully different musical, reminding us somewhat of "Oklahoma." The music by Gene de Paul, with lyrics by Johnny Mercer, is tuneful and sprightly, while the choreography of Michael Kidd, is brilliant. Based on the story, "The Sobbin' Women" by Stephen Vincent Benet, the picture has one of the cleverest endings we've seen

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Langston, Odeon, Contest Winner

The combined efforts of exhibitors and distributors has raised the quality and quantity of Showmanship in Canada to a new high. Both groups have put forth an extended effort in the last few years, with the result, that Showmanship Contests, are practically running throughout the year. These contests are sponsored by the large circuits, the different distributor companies, as well as the Digest, which has an Annual Showmanship Contest.

Dan Krendel's "Ballyhoo" Contest closed last week; Odeon's Big Show Contest winners are announced this week, but Bill Trudell's "Lucky Seven" Contest, IFD's "Hobson's Choice" Showmanship Contest and The Digest's Annual Contest are still in full swing.

The quality, not just the quantity of campaigns submitted has improved. The close race for Odeon's Big Show Championship is testimony of this and is proven by the points awarded to the different winners. Nicky Langston, Capitol, Hamilton, won the coveted championship with a grand total of 1,176 points for showmanship.

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Keep your on



NICKY LANGSTON

Film Industry Leaders Join McCarthy Censure

Twenty-three prominent American citizens last week urged all senators, regardless of party, to vote for a resolution to censure Senator Joseph R. McCarthy for abuse of his position.

Among the twenty-three, all heads of important corporations, were two motion picture industry leaders. The two are Samuel Goldwyn and Spyros Skouras, President of Twentieth Century-Fox.

Three Companies Now Producing In VistaVision

Paramount's VistaVision process has been demonstrated, throughout the United States, Canada and the capitals of Europe to wide-spread acclaim from all sections of the industry.

Paramount has turned complete-
(Continued on Page 7)

20th-Fox's CinemaScope Showing Widely Acclaimed In Saint John

"The Advancing Techniques Of CinemaScope", demonstrating new dimensions in photography and sound, were unveiled before a large audience of motion picture industry leaders in the Maritime Provinces and civic officials on Tuesday morning of last week at Famous Players' "Paramount" theatre in Saint John, N.B.

The demonstration consisted of a specially prepared film by 20th Century-Fox production head, Mr. Darryl F. Zanuck, revealing the latest technical progress of CinemaScope and its added entertainment
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CINEMASCOPE DEMONSTRATION IN PHOTOS

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JOHN DAVIS WRITES

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COLUMBIA SETS 19

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REFRESHMENTS FOR DRIVE-INS

PAGE SIX

MASTERS PLANES TO COAST

Haskell Masters, Warner Bros. Canadian general manager, joined a contingent of home office executives and district managers headed by Vice-President Ben Kalmenson at the coast for a two-day meeting at the WB studios.

The purpose of the meetings is to give the sales heads an opportunity to see completed product and other pictures that are nearing completion.

5th Toronto Drive-In Opens

Toronto saw its latest Drive-In on July 22 when the "400" D-I was opened on a large site on the new Toronto-Barrie Expressway, officially designated as Highway No. 400. The location is near the intersection with Highway No. 1, north of the new four-lane cut-off.

It makes the third Drive-in operation of 20th Century Theatres in the Toronto suburbs, the original ones being the Northwest and Northeast. The two other Drive-Ins in the area are the Dufferin and Scarboro.

MARK YOUR CALENDAR! THURSDAY, AUGUST 12th, ST. ANDREW'S GOLF CLUB FOR THE 3rd ANNUAL PICTURE PIONEER GOLF TOURNAMENT!

"SEVEN BRIDES" IN HOUSTON!

Here's How M-G-M Launched A Great Attraction To A 26-Year New All-Time Record!

No.1 OF A SERIES TO BRING YOU UP TO DATE ON

FAMOUS ABDUCTIONS



DAVID'S "RAPE OF THE SABINE WOMEN"
Louvre Museum, Paris

Men have been abducting reluctant maidens since time began. Probably the most famous—and most wholesale—abduction happened when the ancient roamin' Romans kidnapped armloads of the Sabine women and carried 'em off, "sobbin' and throbbin'." Great paintings still tell the story.

Plutarch says the Sabine girls were soon happily knitting little togas and refused to be rescued. That's the theme of MGM's gay shot-gun wedding musical,

"SEVEN BRIDES FOR SEVEN BROTHERS"

But our girls are from Oregon and the boys are seven red-headed bachelor brothers. It's original and too funny for words (and it's in CinemaScope and Color).

You'll be carried away, too!

starring JANE POWELL • HOWARD KEEL • with Jeff Richards
Russ Tamblyn • Tommy Rall • Screen Play by Albert Hackett &
Frances Goodrich and Dorothy Kingsley • Based On the Story "The
Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer
Music by Gene de Paul • Choreography by Michael Kidd • Color by
Anseo • Directed by Stanley Donen • Produced by Jack Cummings



*Above: Sample of the off-beat ads. Other
big display ads in large campaign.*

"BRIDES" CONTEST

The Houston Post ran a contest to select two local "Brides". Together with the five starlet "Brides" who actually appear in the picture, Houston had the full complement of "Seven Brides". Terrific attention-getters in press, on radio and TV.

"BABY STAR" CONTEST

Baby photos of M-G-M stars, including those in the picture, were used in a "Baby Star" contest that was one of the most widely publicized and successful contests in local annals.

RADIO AND TV

An attractive model dressed as a bride visited all radio and TV disc jockeys with the record-album of songs from the picture. Later the "Seven Brides" repeated the visits. Additionally they modeled costumes from the picture in Style Shows and were interviewed by 100 local teen-age girls in their modeling school. They got reams of space.

WEALTH OF STUNTS

Romance in a Haystack: With a local jeweler's cooperation, engagement and wedding rings were planted in a haystack located in a downtown parking lot, with local girls taking part in the search.

Snowballs in July: The "Brides" were greeted, upon arrival at the airport, by local critics and celebrities and a giant pile of real snow. A simulated snow-ball fight took place in 100-degree weather.

"Just Married" Parade: Open cars carried the "Brides" and local officials from the airport. Flying wedding ribbons and "Just Married" signs, with banners advertised the picture.

Opening Night Square-Dance: Probably the most colorful opening night idea in the city's show business history was the square-dance with hillbilly band in front of the theatre in conjunction with the Gala World Premiere.

PROMOTION EVERYWHERE

Thirty stores carried posters, counter cards and other materials in ticket-selling tie-ups. Complete coverage was obtained, especially in stores where records were sold, thereby stimulating attention for the records-album. A giant standee in lobby three weeks ahead, and an appealing trailer far in advance gave the show long-range attention.

PERSONALITIES

The arrival of Howard Keel, co-star of the picture, and Jack Cummings, producer, climaxed the big promotion campaign. An opening day extra was the personal appearance for three shows on the stage of the State Theatre of Keel, together with the 5 starlet "Brides" and a popular hillbilly band.

WORD-OF-MOUTH

Critics and disc jockeys saw the picture three weeks in advance. Then came a screening for record-album promotion, store personnel, TV and radio people and others. A sneak studio preview took place five days before the opening.

IT MAKES HISTORY

Local Texas showmen assert that the campaign for "SEVEN BRIDES" set a new high in modern motion picture showmanship. Most of the activities, apart from personal appearances, are easily adaptable to any situation.

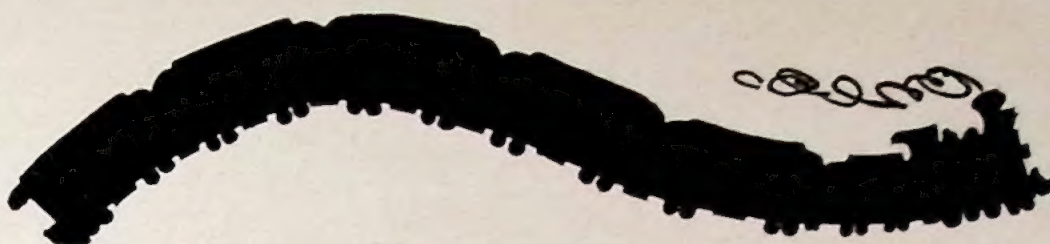
On the Beam

(Continued from Page 1)

in many a moon. Filmed in CinemaScope, with color by Ansco, and co-starring Howard Keel and Jane Powell, "Seven Brides for Seven Brothers" is a worthy addition to a long list of outstanding musicals from Culver City.

The smartest move the distributors have made in the past two years, in the opinion of this column, is the decision to eliminate the pre-release policy for so many top-bracket pictures. We never could see the sense of this policy, and in conversation with many of the General Sales Managers, we found an almost unanimity of feeling along the same lines. Our own objections to the pre-release idea, centered around the fact that a terrific publicity campaign directed towards a certain picture, has lost all its force by the time the general release comes through, and the extra revenue gained by the pre-release engagements is all-too frequently obtained at the expense of the general release engagements, which fail to obtain the extended runs they deserve, or the gross they should achieve. Exhibitors should be very happy to learn that Columbia, for example, plans to keep "The Caine Mutiny" in steady distribution, with the result that all theatres will have a chance to play it, while the publicity is hot. The picture is piling up fantastic grosses throughout the U.S. and in virtually all its early engagements is running well ahead of "From Here To Eternity", Columbia's Academy Award winner last year. The same applies to Warner Bros.' CinemaScope hit, "High and Mighty" which in its first 200 engagements is grossing way ahead of "Hondo."

For the fifth time in 15 years, the lineups at Loew's, Toronto, are extending up Yonge Street and along Shuter, for the SAME picture. It's almost unbelievable, and if we had not seen it ourselves, we might have doubted it, but that amazing motion picture, "Gone With The Wind", on its FIFTH time around, is still topping the town. David O. Selznick's MGM release is, as everyone knows, the biggest grosser in the history of the Motion Picture Industry, with, as I recall, over \$40,000,000 in the till before this release, and another \$15,000,000 anticipated for its 5th release. The lineups at Loew's, Toronto, indicate that MGM has not set their sights too high for the latest re-issue release.



Across The Country

Toronto and District

Gurston Allen made a brave start in the men's senior singles of the Canadian Lawn Tennis Championships in Toronto but went down to defeat in the second round when he bowed to Ralph Tailby of Kitchener in straight sets.

Brantford had a parade of bands in the business district and Manager Bill Burke of the Capitol Theatre got into the act by having each of the units make a halt to play a selection in front of the theatre while, inside, "The Greatest Show On Earth" was on the screen. It was Saturday afternoon and a big crowd gathered . . . At the same time balloons with free passes were released from the theatre front.

Paul Frost has left the Famous Players organization to join the Ottawa Valley Amusement Co., General Manager Russ Simpson assigning him to the O'Brien Theatre, Almonte. Frost had recently been assistant manager of the Ottawa, Capitol and was at the Odeon in Brantford some time ago.

Famous Players Canadian Corp., common stock recently hit a high of \$25 in trading on the Toronto Stock Exchange and later levelled off a fraction below that mark. The market price compares with the \$23.50 at which a block of shares was sold to the public last May.

Something new has been introduced as a convenience to patrons by L. J. Williams of the Port Elmsley Drive-In in Eastern Ontario with the running of a special bus service Tuesday and Thursday nights starting at eight o'clock from the Russell Hotel at Smiths Falls. The bus follows a regular time-table and picks up passengers for the theatre at intermediate points, returning immediately after the show.

Ottawa

Danny Kaye's "Knock On Wood" has just completed a record-breaking engagement in Ottawa. The comedy opened at the Capitol Theatre, played one week to big business and then was switched over to the Regent where it has just ended a solid three additional weeks.

An Ottawa lady lost her chance to take a jackpot of \$2,950 when she failed to answer her name or confirm her attendance by registered card last Wednesday night. A few weeks previously another local resident was resting at home when his name bobbed up during the Foto-Nite draw at seven Uptown and neighborhood theatres. It appears that his name was registered in the weekly contest some months ago by a member of his family who failed to advise him of the gag.

The Kidnappers, like Tennyson's brook, continues to run on and on, long after it broke all known hold-over records in Ottawa. The British-made production is now in its third month at the Glebe Cinema and with no apparent signs of a let-up at the box-office of this National Service theatre on Bank Street in the Glebe residential district.

Maritimes

His many friends throughout the Maritimes will sympathize with Mr. Eric Patterson, booker at Metro-Goldwyn-Mayer at the death of his mother, Mrs. Duncan Patterson, who passed away at the General Hospital, Saint John, last week.

The Family Drive-In theatre, first of its kind on the Minamichi, has been opened at Bushville half-way between the towns of Chatham and Newcastle . . . It is equipped with 300 in-car speakers and has a screen 40 by 80 feet.

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New Korda Distribution Through Romulus Films

In a deal concluded in London recently, future output of the Korda production group will be distributed in Britain and the Commonwealth through Romulus Films, independent company formed by John Woolf when he left the Rank group some few years back.

The change in Korda distribution follows the government foreclosure on British Lion and the appointment of a receiver and manager.

The new deal will give Romulus an additional four major films a year and they will now have an annual program of eight to ten films. They will retain a financial interest in the distribution rights of the Korda product in the U.S.

First of the Korda films to go through Romulus release will be the new Carol Reed opus, "A Kid For Two Farthings."

Edward Zorn Honored At Winnipeg Luncheon

Edward A. Zorn, Famous Players' supervisor of the Winnipeg territory, was honored there on his retirement at a luncheon meeting. Among those who came to praise the 60-year-old executive were John J. Fitzgibbons, Sr., president of the company; Father Athol Murray of Notre Dame College, Wilcox, Sask.; Robert J. Eves, general manager of the western division, who was toastmaster; Frank Davis, Warner Bros. branch manager, who represented the Winnipeg Film Board of Trade, and S. Richard Miles, president of the Manitoba Motion Picture Exhibitors Association.

SENNETT TURNS ACTOR

Mack Sennett, famous producer of silent screen comedies, turned actor at Universal to play in "Abbott and Costello Meet the Keystone Kop".

DANNY KAYE'S "BEST AND FUNNIEST" IS "SURE-FIRE MONEY-MAKER!"

—N. Y. Daily News

—Film Daily

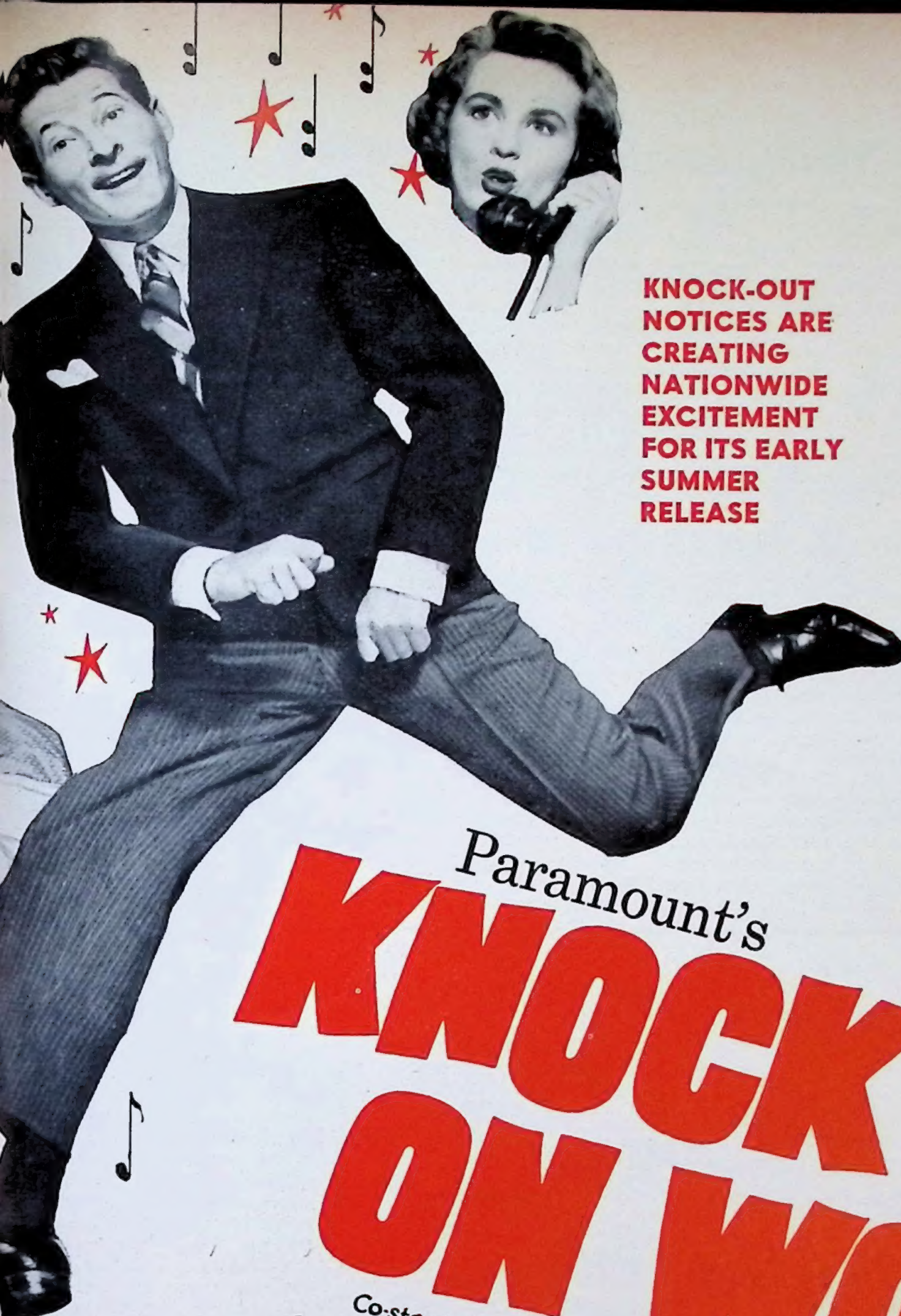
Easter and Thanksgiving Business In July!

MONTREAL IN FOURTH WEEK
OTTAWA THREE WEEKS
CALGARY IN THIRD WEEK
EDMONTON IN SECOND WEEK
VANCOUVER IN THIRD WEEK
HALIFAX IN SECOND WEEK

and

***FIRST WEEK'S BUSINESS
IN TORONTO SENSATIONAL!***





HIGHLY RECOMMENDED
—Clyde Gilmour—MacLean's

**KAYE COMES THROUGH
IN TOP FORM**
—Alex Barris—Globe and Mail

PICTURE OF THE MONTH
—Redbook

SUPERB
—New York Times

ONE OF THE FUNNIEST
—Life

**KNOCK-OUT
NOTICES ARE
CREATING
NATIONWIDE
EXCITEMENT
FOR ITS EARLY
SUMMER
RELEASE**

Paramount's
**KNOCK
ON WOOD**

SONGS:
"KNOCK ON WOOD"
"ALL ABOUT YOU"
"MONOHAN O'HAN"

Co-starring
MAI ZETTERLING

Words and Music by

SYLVIA FINE

Written, Produced and Directed by

NORMAN PANAMA and MELVIN FRANK

Choreography by
Michael Kidd

Color by **TECHNICOLOR**

Boxoffice Opportunity
Knocks With All These
Paramount Big Ones:

ELEPHANT WALK
(Technicolor)

**CASANOVA'S
BIG NIGHT**
(Technicolor)

THE NAKED JUNGLE
(Technicolor)

Odeon 'Big Top' Showmanship Winner

(Continued from Page 1)

Second prize was captured by Don Gauld, Odeon, Fort William. Don's total was 1,165. Roy McLeod, Hastings, Vancouver and Ralph Connor, Odeon, Trail, tied for third place honors with a total of 1,138 points each.

Assistant Managers' prizes for Showmanship went to Ron McGill and Al McKinnon, Capitol, Hamilton; D. Lucky, Odeon, Fort William and Margaret Brewer, Hastings, Vancouver. The Supervisors' prize for the highest district score went to Art Bahen of Quebec, with Steve McManus and his Ontario "C" district runner-up.

Regional prizes were taken by Vic Nowe, Odeon-Toronto; Ralph Bartlett, Odeon, Sarnia; Ed. Burrows, Odeon, Brantford; Charles Mason, Roxy, Brampton; Ray Resky, Broadway, Saskatoon; Jacques Martin, Mercier, Montreal; Frank Marshall, Lux Vancouver; Constance Smithe, Odeon, Duncan; and C. K. McLean, Highland Drive-In, New Glasgow, N.S.

Assistant Managers' regional prizes: John Locke and Walter Godfrey, Odeon-Toronto; L. Dunbar, Odeon, Sarnia; J. Warner, Odeon, Brantford, and G. Drouin, Mercier, Montreal.

Prizes for the best improved effort over last year went to Ken Davies, Odeon, Guelph and Sam Binder at the Rialto, Edmonton, who is now managing the New Odeon and is City Supervisor.

The best new manager prize goes to John McKim, Odeon, Lady-smith, who obtained a grand total of 1,137 points for Showmanship, only one point behind the third place winners.

Ninety-nine theatres participated in the drive representing all the provinces. 1,268 campaigns were received out of a total maximum possible of 1,287. Points were awarded for the campaigns submitted for weekly competition as well as for candy sales, with theatres having to hit a quota before they started scoring.

The judges were D. Griesdorf, General Manager; E. G. Forsyth, Assistant General Manager; W. C. Tyers, Director of Advertising; Harvey Hunt, Director of Booking; T. Moran, Director of Confections and Jim Hardiman, Assistant Director of Advertising. Jim also acted as Circus Boss, and was responsible for spark-plugging the drive with endless streams of gadgets, bulletins and words of advice.

A total of \$3,330 was disbursed in cash prizes with \$300 going to Champion Nicky Langston, who

also gets a week's extra vacation pay and the Odeon Champion Trophy and miniature. In addition, there was \$2,500 in sponsored merchandise awards for managers' wives and families.

Further drives will be held, Odeon announced, to help increase the standard of Showmanship across the country and inspire their managers to greater and more effective effort.

This year produced some of the outstanding Showmanship campaigns the Industry has ever seen;

the "Gilbert and Sullivan" campaign by Charlie Doctor, Capitol, Vancouver, won for him top place in IFD's Contest for Famous Players managers on the picture; it also placed him at the top in the Quigley Awards. Other top campaigns, to mention just a few, were: Odeon and UA's campaign on "Heidi", 20th-Fox's publicity job on CinemaScope, Famous Players and RKO's tie-up for Walt Disney's "Pinocchio", Metro's and Loew's special section in the Globe and Mail for "Executive Suite".

Columbia Sets 19 Top Films . . . Strongest In Company's History

Columbia Pictures yesterday announced a lineup of 19 productions which, according to the company, is the strongest product schedule in the company's history. The 19 films are entering release, in production or in final planning stages. "The Caine Mutiny" is being looked upon by the company as the pace-setter for the entire program, although Columbia executives say that future product may top the marks set by "From Here to Eternity" and "Caine Mutiny."

Ten of the 19 pictures are in color by Technicolor and four in CinemaScope. Parts of virtually all of the productions, Columbia stated, were filmed on location in the U.S. and abroad, while "On the Waterfront" was shot entirely on location.

Among the early releases will be "On the Waterfront" to be followed shortly by Columbia's first CinemaScope film, "Three For The Show," starring Betty Grable, the Champions and Jack Lemmon.

EQUIPMENT NEWS

By MARVIN FREMES

Refreshment booths in Drive-in theatres, though selling confections etc., are quite different from those in conventional theatres. 'Entertainment for the whole family' is the motto of many Drive-in theatres. This results in higher patron averages than in a conventional theatre. The refreshment booth is much more an integral part of the Drive-In operation than in a conventional theatre and a poor tasting drink or a soggy hot dog is as much a disaster as unappealing movie fare. Therefore, the standard of cleanliness, service and merchandise must be of the highest.

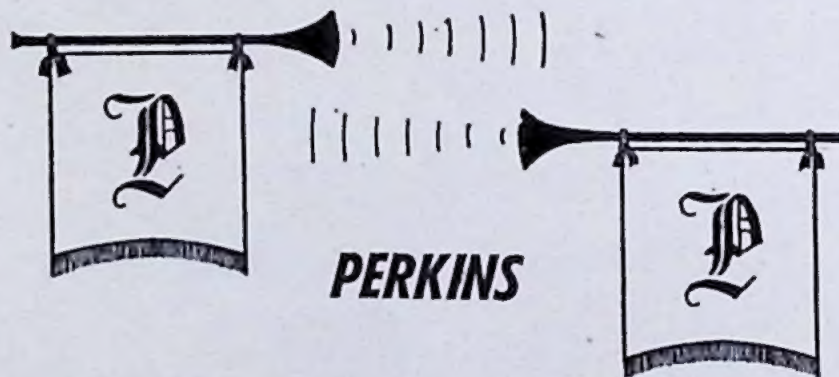
Another difference involves the time allowed to serve customers. For the most part all your business is done within ten minutes intermission. As a result most of the problems on operations revolve around this point.

In addition to the items carried in an indoor theatre, we serve hot dogs, coffee and in some cases, hamburgs and french fries. The criterion is high profit, speed of service, and the amount of time and labor needed for preparation.

In the U.S. there is a great to-do over the comparative virtues of cafeteria vs. station-type of serving. A cafeteria involves the arrangement of counters and equipment so that the customer passes all the merchandise on sale and checks out at a cashier at one end. Stationary-type serving involves serving each customer as he approaches the counter.

Because cafeteria style is very expensive equipment-wise, it is safe to say that only the very large theatres should contemplate it. Canadian experience suggests that the station type of operation is the best.

The design of the counter and the placement of equipment in it is predicated by the twin problem of speed of service and impulse promotion. Thus all equipment should be placed as close to the customer as possible and should be so located that a customer can be speedily served with every item sold from one position. Duplication of equipment should be effected wherever possible to ensure this speed of service. You only have a few minutes to serve and no customer should walk away without the merchandise he wants. This involves much advance preparation and also spotting of fast-moving merchandise around the booth.



"They Speak for Themselves"



PERKINS
ELECTRIC CO. LTD.

MONTREAL
VANCOUVER
TORONTO
MONCTON

JARO Films Now Secure 50 p.c. Return From Overseas, John Davis

"I should mention that at this time there are new techniques and methods of presentation of films being developed. All of these are of assistance in that they enable the industry to present its entertainment under better conditions and arouse greater public interest in it; but there is a danger in all this—that people can be misled in thinking that new "gimmicks" are the answer to the industry's problem whereas fundamentally it remains unchanged: the film's story content and the way in which it is presented. In other words, its "entertainment value."

"By reason of the limited domestic market, the capture of screen time throughout the world is vital to this country. For the first time for twenty-five years the British industry has challenged the American world film domination. The Rank Organization is the only British group which has established a worldwide distribution service.

The excerpts used in this story are from an article titled "Efficiency And Economy In Films", which appeared in an important British financial paper under the signature of John Davis, Managing Director, J. Arthur Rank Organizations, Ltd. The Tele-News column carries additional excerpts from the same article.

"Because of American domination, it was found that, in order to open up the screens to British pictures, investments in overseas theatres was a necessity. Large investments have been made in the major countries of the British Commonwealth — in Australia, New Zealand, South Africa, Canada, Malaya and elsewhere. Today, no less than 50 per cent of the total producers' return to the Rank Group is secured from overseas, which has not been achieved before in the history of the British industry . . ."

"On the other hand, the results which are being achieved in the United States are more than disappointing. We are told that the subject matter of our films is not acceptable to the American people; we are told that the accents of our artists are not understood; yet a recent analysis which I made of major films made in Hollywood showed the extent to which Hollywood is calling upon the services for their films of the same British actors and actresses whom we use to play in ours.

"I find it difficult to believe that the tastes of the American people are so different from those of other countries which enjoy both Ameri-

can and British films. I am satisfied that our problem lies in our inability to secure extensive regular showings of our films to American cinemagoers to give us that share of the market to which we are entitled. We must not forget that the American industry draws from this market in excess of \$22m. per annum."

Across the Country

(Continued from Page 3)

The Family Drive-In is operated by the partnership of Bert T. Girouard and Aurele J. Breau, both of Bathurst. Mr. Girouard is president of Family Amusement Company and was first engaged in theatre work in Newcastle 26 years ago. He worked as a projectionist in theatres in many Maritime centres before returning to the northern section of the province and entering business for himself.

The West

Permit to build a Drive-In theatre by a Vulcan, Alta. exhibitor, C. Robson, who runs the indoor house at Vulcan, has been refused by the Town Council on the grounds that residents in the district objected, and the site was on property vested in the crown and outside the jurisdiction of the town council.

Mac Smee, manager of FPCC Regent, Vancouver, resigned to enter the insurance business, replaced by Vic Tombe, former assistant at the downtown Capitol. More changes in the circuit manpower are expected shortly. The inability of the industry to encourage young blood through better income has resulted in many promising young theatre managers leaving the field, with fewer trained replacements.

Beverly Clark, head of FPCC publicity department on the sick list for the past six months, has resigned and was succeeded by Les Pope, former assistant, as exploitation head for the B.C. district.

Don Findlay, short subject booker at MGM's Vancouver Branch, has left the film business.

Steve Rolston, Alliance Films, B.C. manager, won out in the billing contest against the other five Canadian branches.

Harlan-Fairbanks, popcorn distributors, formerly located on film row, have moved to their own building on Fourth Avenue Vancouver. Jack Senior, formerly with Paramount Films, is the service manager for Harlan-Fairbanks, who are located in Seattle.

The mother of John Bernard, Odeon B.C. district booker, passed away July 13th, in her 73rd year.

Ivan Ackery, Orpheum Vancouver manager, away on a fishing vacation on Vancouver Island.

Approximately \$100,000 will be spent on rebuilding and renovating the 449-seat Odeon theatre at Duncan on Vancouver Island. The town's only theatre will be closed for two months. When alterations are completed, it will seat around 700.

Vancouver stores are now on a six-day shopping week which was given a majority by the voters, who were tired of a five-day shopping week. Midweek business at the first-runs down town showed a healthy increase with the new shopping act helping.

Lanza Signs With Hughes For One Picture

Mario Lanza, who has been out of pictures for two years as a result of a dispute with Metro over "The Student Prince", has signed a contract with Howard Hughes to star in one picture. The subject of the musical remains to be decided.

The singer's last film, "Because You're Mine", was released by Metro in 1952. Mr. Lanza's voice, however, was used by the studio in "The Student Prince", with Edmund Purdom acting the title role.

TELE-NEWS

"Television is a competitor of films: it is another, different, and new form of entertainment. Its competition affects us in two ways: firstly, the free programme, and secondly, and perhaps more seriously, the heavy initial cost of the Television Receiver which is usually bought on deferred terms, depicting the marginal income of the public—and it is from this income we look for our revenue.

"It is asked why films are not made available to the Television Service. The answer is simple. Why should we assist our competitor to improve the quality of his competition? In addition, there is another and more serious factor: films are conceived and their scenes prepared for the purpose of showing on a large motion picture screen; if they are shown on the small Television screen they lose much of their quality and definition, and in fact give people the impression that films are not good. Thus we depreciate the quality of our own goods.

"The Film Industry and the Television Services can work together, in my view, for the common good in many matters such as electronic development and research, but I do not believe at the present time that the interchange of the finished product is in the long term interests of either industry—it is a different product."—John Davis.

Largest television hookup ever assembled, at least 310 interconnected stations representing affiliates of all four networks, has been set for the electrical industry's Diamond Jubilee \$1,000,000 spectacle on Oct. 24, which David O. Selznick will produce. Previous high, was a 225-station hook-up.

VistaVision

(Continued from Page 1)

ly to VistaVision for its entire production schedule, and has convinced the J. Arthur Rank Organization to use VistaVision exclusively at its Pinewood Studios, with two features already set in the new process.

As a result of this, Canada will have both large circuits, Famous Players Canadian Corp., and Odeon Theatres (Canada) Ltd., showing VistaVision features on their screens.

In addition to these two, RKO is planning to film its Rosalind Russell starrer in VistaVision, as a result of its decision to utilize the best in the new screen processes.

Chatter... that could matter!

By MAX CHIC

Plans shaping up for the Pioneer Golf Tournament will make this one of the outstanding industry events... all teams must have their names in by August 9th... a phone call to Al Troyer will suffice... Sorry to announce the sudden death of Leonard Goldstein, top producer... it will be a loss keenly felt by all connected with our Industry.

Columbia will shortly launch a 6-months NFB drive... the Kingsway Theatre, Islington, now a 20th Century theatre... Chet Friedman will cover the country accompanying Ruta Lee, one of MGM's "Seven Brides" from Vancouver to Montreal.

Sam Glasier off to New York for head office discussions... Irving Herman busy promoting in Montreal... Jim Hardiman busy planning Odeon's testimonial luncheon for Big Top champion Nicky Langston... Walter Kennedy has an obsession these days... his plans for E-U's promotion of "Magnificent Obsession."

MGM's "Gypsy Colt" set for a big tie-up... a special screening for all Telegram carrier boys at Twinex's Midtown and State theatres August 4th and Glendale and Scarboro August 11th... Mrs. Bennett, of RKO's Canadian head office, celebrates her 30th year with the company this month.

Who's afraid of whom... the New York Times in a series of full page ads selling new TV sets are using film terminology... brook this... "Cinema-wide screen"... and again, "Cinevision screen gives you picture so clear, so sharp, you'll think you're at the movies."

The Main Event of the Week... Pola-Lite's Canadian rep, Tex Cates, bouncing with enthusiasm and confidence as a result of his cross-country tour demonstrating their new 3-D system... the reception from prominent exhibitors augurs well for the revival of 3-D... the above-average business of Fox's "Gorilla At Large" at the Princess, Montreal, gives the first Canadian showing of a Pola-Lite print added significance.

New Color Process In Work

A public demonstration of Lenticolor is scheduled for the fall, the process having been sidetracked during the last year because of the development and introduction of new screen techniques.

Eastern Canadian CinemaScope Demonstrations Attract Leading Exhibitors



Left to right: D. Griesdorf, General Manager, Odeon Theatres; A. Silverstone, Assistant General Sales Manager, 20th Century-Fox and Harry Mandel, Secretary-Treasurer, Twinex Century Theatres.



Left to right: A. Silverstone, Assistant General Sales Manager, 20th Century-Fox; G. L. Chernoff, Montreal Branch Manager, 20th Century-Fox; M. Prevost, General Manager, Quebec Cinema Booking Agency and W. Lester, General Manager, United Amusement Corporation Ltd.

SAINT JOHN DEMONSTRATION Paramount Theatre



Left to right: Jim Morrow, Station CFBC, St. John, N.B.; Gordon Spencer, St. John, N.B. and R. G. March, Manager, 20th Century-Fox, St. John.

Disney's "20,000 Leagues"

Walt Disney's "20,000 Leagues Under the Sea," completed after 18 months of filming, is Disney's biggest Hollywood feature to date. It cost \$6,000,000. By the time it reaches the theatres, the cost of prints and "the biggest advertising campaign Hollywood has ever seen," the film will have cost close to \$9,000,000, director Richard Fleischer reported last week.

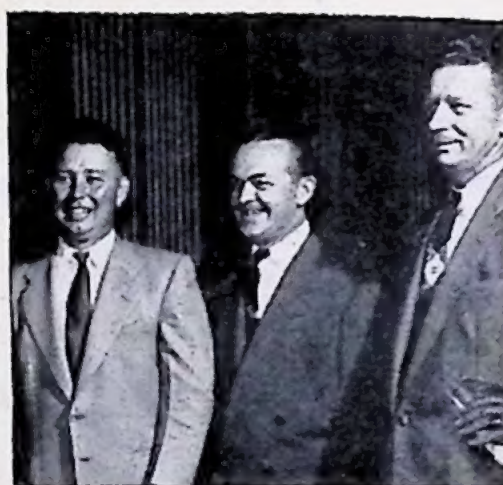
The first sound version of the Jules Verne classic, filmed in Technicolor and CinemaScope, is slated for Christmas release.

Although Disney is scheduling the film for Christmas release, no distribution arrangement has been completed.

TORONTO DEMONSTRATION University Theatre



Left to right: R. W. Bolstad, Vice-President, Famous Players Canadian Corp.; Morris Stein, Eastern Division Manager, Famous Players Canadian Corp. and A. Silverstone, Assistant General Sales Manager, 20th Century-Fox.



Left to right: R. Duchesne, Amos Theatre, Amos, Que.; T. Cleary, Publicity Director, Consolidated Theatres and G. Theroux, Cinema Theatre, Asbestos, Que.



Left to right: Gordon Spencer, St. John, N.B.; Jim McDonough, Maritime Supervisor, Famous Players Canadian Corp., and Gerald Spencer, St. John, N.B.

CinemaScope Demonstration Success

(Continued from Page 1)

for the theatre-going public. Sequences from six new Twentieth Century-Fox releases illustrating the vast auditory and visual improvements were shown while a running commentary on improved techniques employed in the scenes was given by Mr. Zanuck.

Mr. Gerry Chernoff represented the Home Office of Twentieth Century-Fox as Master of Ceremonies—welcomed the guests and introduced the demonstration. Mr. Sam Glasier, Publicity and Public Relations, was also present. The enthusiastic comments of the various exhibitors were heard during



Left to right: Peter Myers, Canadian General Manager, 20th Century-Fox; N. A. Taylor, President Twinex Century Theatres and Alex Barris, movie critic, Globe and Mail.

MONTREAL DEMONSTRATION Palace Theatre



Peter Keppie (l), Dominion Sound, Manager Theatre Department and L. Pearson, Dominion Sound, General Sales Manager.

The Steel Cage

Hardly a week goes by that United Artists doesn't nab another new film for release. This is apart from the long-term deals the company has with Hecht-Lancaster, Stanley Kramer, Leonard Goldstein, Edward Small, etc.

UA this week acquired distribution rights to "The Steel Cage," story about San Quentin produced by Berman Swartz and Walter Doniger. Paul Kelly and Maureen O'Sullivan have the leads.

the evening on station CFBC.

Among the out-of-town exhibitors were Mr. Harold Gaudet of Summerside, PEI; Mr. E. Johnson of Murray River, PEI; Mr. and Mrs. J. A. Williams of Chipman, N.B.; Mr. Jack O'Rourke, Minto, N.B.; Mrs. Emma Fournier of St. Leonards, N.B.; Messrs. R. F. Hazel and Philip Barkhouse of Port Hawkesbury; Mr. and Mrs. Danson of Sussex, N.B.; Mr. Fred Gregory and his son Harry of New Waterford, N.S.; Green Bros. of East Florenceville N.B.; as well as Mr. Jim McDonough who succeeded Mr. R. S. Roddick as Maritime Supervisor of Famous Players.

Action Taken Against N.Y. Tax

In an action brought by a group of motion picture theatre operators in Queens, New York, *Justice Nicholas M. Pette*, issued a temporary injunction forbidding the city to collect any "breakage" on amusement tickets that would make the yield on any one ticket more than 5 per cent of the established price.

The amusement tax law, in force since July 1, calls for the collection of a full cent in cases where the tax amounts to a half-cent or more. Where the "breakage" is less than a half-cent the law provides that it be disregarded. The law does not apply to admissions where the established price is 10 cents or less.

In his opinion, *Justice Pette* cited an example of illegal collection of the tax. Assuming an established ticket price of 11 cents, he pointed out that a 5 percent levy would

be 55/100 of a cent. In such a case, he said, the city by collecting a full cent would be imposing a tax of about 11 per cent.

Film Imports Jump

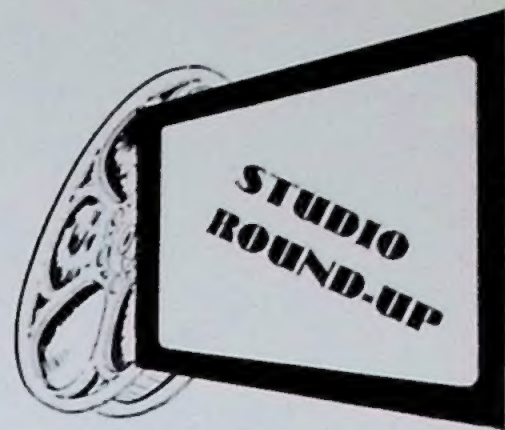
Imports of films into Canada increased slightly to \$2,744,000 during the first four months of 1954 as compared to \$2,729,000 in the corresponding period last year, the Canadian government reports.

Four Top Stars Set For "Mr. Roberts"

William Powell will join the cast of "Mr. Roberts" in the role of "Doc".

Mr. Powell is the fourth principal to be engaged for the picturization of the hit play. *Henry Fonda* will be seen in the title role, as he was on the stage; *James Cagney* will portray the captain of the supply ship. *Jack Lemmon* will play Ensign Pulver.

John Ford, the only director in Hollywood holding a commission as Rear-Admiral in the Naval Reserve, plans to start filming soon.



Errol Flynn, *Joanne Dru*, and *Peter Finch* will head the cast in Allied Artists' CinemaScope production, "The Black Prince" . . . shooting is scheduled to begin August 3rd under the banner of *Walter Mirisch* . . . *Owen Crump* will produce "The River Changes" for Warner Bros.

John Sturges will direct "The Scarlet Coat" for MGM starring *Cornel Wilde* and *Michael Wilding* . . . *Guy Madison* was signed to a long-term contract by 20th-Fox and will star with *Clark Gable* in "The Tall Man" . . . *Burt Lancaster* will star in and direct "The Gabriel Horn" which will also have *Una Merkel* and *John Caradine*.

Jon Whitley, the young British star has an important role in Metro's "Moonfleet" . . . *Sterling Hayden* will be the pilot in *Ivan Tors* "Ten Miles Up" . . . *Kirk Douglas*, *Gilbert Roland* and *Caesar Romero* set to star in Fox's "The Racers".

Harold Hecht and *Burt Lancaster* are thinking big in terms of casting for their independent film production "The Way West" . . . expectations are to cast *Gary Cooper*, *Kirk Douglas* and those unrelated *Hepburns*, *Katherine* and *Audrey*, as well as *Burt Lancaster* . . . *Bob Hope* will portray *Eddie Foy* in Paramount's "Eddie Foy and the Seven Little Foyes".

Lana Turner and *Edmund Purdom* co-featured in *Charles Schnee's* production, "The Prodigal" for MGM . . . *Van Johnson* will appear opposite *Deborah Kerr* in "The End of the Affair", to be filmed in England . . . *Jane Wyman* and *Charlton Heston* will be starred by Paramount in the romantic drama "Lucy Gallant".

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Goldwyn Renews With RKO For One Year

Samuel Goldwyn Productions has picked up its option to continue its distribution arrangement with RKO for another year, or to June of 1955.

With the pact thus extended, RKO will continue handling of the national release of "Hans Christian Andersen" and the reissue of "Best Years of Our Lives."

However, provision has yet to be made covering distribution of "Guys and Dolls," Goldwyn's upcoming adaptation of the musical stage show. It is said unlikely that this will be ready for release before the latter part of next year.

Roy Rogers a Hero Says Brit. Parliamentarian

The recent visit of *Roy Rogers* to Glasgow and Edinburgh did more than all the teachers could do, according to *Arthur Woodburn*, Scot member of Parliament. The children, he said, turned out in thousands to see him and his horse, "Trigger." The interesting thing was that he lectured to them on good behavior to their parents. That did more than all the teachers could do.

More use, he thought, could be made of the heroes of children to inspire them. He suggested that the hero worship of such people as *Rogers* and *Field Marshal Montgomery* could be put to good use in teaching children. *Rogers* and his troupe will be the headliner at the Canadian National Exhibition Grandstand Show.

"THE GOLDEN MISTRESS"

"The Golden Mistress", a Technicolor adventure has been acquired for release by United Artists.



TORONTO

IMPERIAL
Knock On Wood (Para.) Technicolor with Danny Kaye.

SHEA'S
Secret of the Incas (Para.) Technicolor with Charlton Heston.

UNIVERSITY
Front Page Story (IFD) with Jack Hawkins.

EGLINTON
Rose Marie (MGM) CinemaScope and Technicolor with Ann Blyth.

NORTOWN
Dial M For Murder (Warner) WarnerColor with Ray Milland.

ODEON
Garden of Evil (20th-Fox) CinemaScope and Technicolor with Gary Cooper.

UPTOWN
Francis Joins the Wacs (E-U) with Donald O'Connor.

LOEW'S
Gone With the Wind (MGM) Technicolor with Vivien Leigh.

HYLAND & CHRISTIE
Fifteenth week. The Kidnappers (JARO) with Vincent Winter.

TOWN CINEMA
Third week. La Ronde (IFD).

INTERNATIONAL CINEMA
Twenty-first week. Hobson's Choice (IFD) with Charles Laughton.

DOWNTOWN
Fireman Save My Child (E-U) and Rails Into Laramie (E-U).

MONTREAL

PALACE
The Royal Tour (20th-Fox) CinemaScope in Color.

LOEW'S
Fourth week. Knock On Wood (Para.) Technicolor with Danny Kaye.

PRINCESS
Gorilla At Large (20th-Fox) Technicolor and 3-D Pola-Lite with Cameron Mitchell.

CAPITOL
Men of the Flaming Lady (MGM) Color with Van Johnson.

IMPERIAL
Monster From the Ocean Floor (Cardinal) and Cat-Women of The Moon (Cardinal).

ORPHEUM
Top Banana (UA) color with Phil Silvers.

KENT
Sixteenth week. The Kidnappers (JARO) with Vincent Winter.

SEVILLE
O.K. Nero (IFD) with Walter Chiari.

STRAND - SNOWDON - OUTREMONT
Black Horse Canyon (E-U) Technicolor with Joel McCrea.

ALOUETTE
Le Comte de Monte Cristo.

WINNIPEG

CAPITOL
3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

LYCEUM

She Shoulda Said No! (IFD) and Captain Scarface.

MET

Gentlemen Prefer Blondes (20th-Fox) Technicolor with Marilyn Monroe.

ODEON

The 'Maggie' (JARO) with Paul Douglas.

GARRICK

Rails Into Laramie (E-U) Technicolor and Fireman Save My Child (E-U).

GAIETY

To Each His Own (Para.) and A Place In The Sun (Para.).

DOMINION

No Escape (UA) and Geraldine (E-U).

VANCOUVER

CAPITOL

3 Coins in the Fountain (20th-Fox) CinemaScope & Technicolor with Clifton Webb.

ORPHEUM

Second week. Knock On Wood (Para.) Technicolor with Danny Kaye.

STRAND

Lure of the Sila (IFD) and Annapurna (RKO) Technicolor.

STUDIO

Marlag 'O' (IFD) with Anthony Steel.

VOGUE

Hell Below Zero (Col.) Technicolor with Alan Ladd.

PLAZA

The Siege At Red River (Fox) Technicolor and The Limping Man (Cardinal).

PARADISE

Drums of Tahiti (Col.) Technicolor and Coast Guard (Col.).

DUNBAR

Eleventh week. The Kidnappers (JARO) with Vincent Winter.

VARSITY

Eighth week. The 'Maggie' (JARO) with Paul Douglas.

CALGARY

CAPITOL

Second week. Knock on Wood (Para.) Technicolor with Danny Kaye.

PALACE

Dial M for Murder (WB) WarnerColor with Ray Milland.

UPTOWN

Man With A Million (JARO) Technicolor with Gregory Peck.

GRAND

Joe Louis Story (UA) with Hilda Simms.

STRAND

Held-over Three Young Texans (20th-Fox) Technicolor and A Yank in the R.C.A.F. (20th-Fox).

SAINT JOHN

PARAMOUNT


Demetrius and The Gladiators (20th-Fox) CinemaScope Technicolor with Victor Mature.

CAPITOL

Jivaro (Para.) Technicolor and Reap The Wild Wind (Para.).

STRAND

Riot in Cell Block 11 (AA).



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